



State of Wisconsin / Department of Military Affairs
Wisconsin Emergency Management

2400 Wright St
P.O. Box 7865
Madison, WI 53708-7865
Telephone (608) 242-3232
Facsimile (608) 242-3247
24-Hour Emergency Hotline:
1-800-943-0003

For Immediate Release: October 21, 2003

*For Further Information Contact: Lori Getter, Public Information Officer
(608) 242-3239*

WISCONSIN'S WINTER AWARENESS WEEK NOVEMBER 3-7, 2003

MADISON— Governor Jim Doyle has declared November 3-7, 2003 as Wisconsin's Winter Awareness Week. The annual campaign sponsored by Wisconsin Emergency Management and the National Weather Service is to remind people to be prepared for winter conditions that could threaten their safety.

Winter storms are considered deceptive killers because most deaths are indirectly related to the storm such as traffic accidents on icy roads or people dying from prolonged exposure to the cold.

It is important to start taking preventive measures for winter weather. Now is the perfect time to winterize your car and home, gather items for a disaster kit, and make sure you have a NOAA weather radio or a commercial radio with fresh batteries.

Enclosed are additional winter weather tips. If you would like the information e-mailed, please contact Lori Getter at (608) 242-3239 or at lori.getter@dma.state.wi.us. For more information on the winter weather awareness campaign, contact your county emergency management director or the National Weather Service.

More (1 of 4)



*Wisconsin's Winter
Awareness Week
November 3-7, 2003*

Stay Informed - Wisconsin's Winter Weather

The National Weather Service (NWS) issues outlooks, warnings, watches and advisories for all winter weather hazards. Here's what they mean and what to do.

Winter Storm Outlook: Winter storm conditions are possible in the next 2-5 days. Stay tuned to local media for updates.

Winter Storm Watch: Winter storm conditions (heavy snow, sleet, freezing rain) are possible within the next 36-48 hours. Keep monitoring the weather forecast.

Winter Storm Warning: A significant winter storm or hazardous winter weather is occurring or will begin within the next 24 hours. Take necessary precautions.

Blizzard Warning: Winds that are at least 35 mph or greater, blowing snow that will frequently reduce visibility to 1/4 mile or less for a duration of at least 3 hours, and dangerous wind chills are expected in the area.

Injuries Due To Ice and Snow

- About 70% result from vehicle accidents
- About 25% occur in people caught out in a storm
- Most happen to males over 40 years old

Injuries Related to Cold

(Exposure to cold resulting in frostbite or hypothermia)

- 50% happen to people over the age of 60
- More than 75% happen to males
- About 20% occur at home

Courtesy of the American Red Cross

Wisconsin Snow Extremes

Greatest Daily Total:

26.0" - Neillsville
Dec. 27, 1904

Greatest Single Storm Total:

31.0" - Superior -
Oct. 31-Nov. 2, 1991

Greatest Monthly Total:

103.5" - Hurley
Jan. 1997

Greatest Seasonal Total:

301.8" Hurley
1996-1997

Courtesy of the NWS



Keep Your Family Safe - Wisconsin's Winter Weather



*Wisconsin's Winter
Awareness Week
November 3-7, 2003*

Exposure to winter weather can become life-threatening. Here are some conditions to be aware of.

Frostbite

Frostbite is damage to body tissue caused by freezing of the tissue. Frostbite causes a loss of feeling and a white or pale appearance in extremities, such as fingers, toes, ear lobes, or the tip of the nose. If symptoms are detected, get medical help immediately. If you must wait for help, slowly re-warm affected areas.

Hypothermia

Hypothermia occurs when the body temperature drops too low. Warning signs of hypothermia include uncontrollable shivering, memory loss, disorientation, slurred speech, drowsiness, and apparent exhaustion. If a person's temperature is below 95°F (35°C), seek medical care immediately.

If medical care is not available, begin warming the person *slowly*. Get the person into dry clothing and wrap them in a warm blanket covering the head and neck. Do not give the person **hot** beverages or food; warm broth is better. Do not warm extremities (arms and legs) first. This drives the cold blood toward the heart and can lead to heart failure.

Overexertion

Cold weather puts an added strain on the heart. Exercise such as shoveling snow or pushing a car can bring on a heart attack or make other medical conditions worse.

Pet Care

When temperatures fall, pets need extra care. Bring pets inside when temperature reaches 30 degrees with wind chill. Dogs and cats can get frost bitten ears, nose and feet if left outside.

Outdoor dogs need a dry, elevated house, with clean dry bedding and a flap over the opening to keep drafts out. Make sure water bowls are not frozen.

Chemicals used to melt snow on sidewalks can irritate pets' paws and be sure to keep antifreeze, salt and other poisons away from pets.

Cool Winter Websites

Wisconsin Emergency Management

<http://emergencymanagement.wi.gov>

Federal Emergency Management Agency

www.fema.gov

American Red Cross

www.redcross.org/services/disaster/keepsafe

Wisconsin DOT Road Conditions

<http://www.dot.wisconsin.gov/travel/road>

National Weather Service Offices

<http://www.crh.noaa.gov/mkx/othrlinks.htm>

Auto Safety Tips- Wisconsin's Winter Weather

In a typical Wisconsin winter, there are at least 21,000 vehicle accidents when road conditions are described as "snow-covered," "ice-covered," or "slushy." These accidents result in a yearly average of at least 80 deaths and 7,500 injuries.

During winter road conditions, it is important to slow down, leave plenty of space between you and the vehicle ahead of you, and allow for extra time to get to your destination.

You easily can equip your vehicle with essential survival gear for winter. Here's what you'll need:

- A large coffee can. You'll be storing items inside the can.

- A candle (Hold can over the candle for melting snow)
- Pocket knife and spoon
- Bright colored scarves or cloth to tie on antenna
- Packets of soup, hot chocolate, etc. (mixed into melted snow to provide warmth and nutrition) and other non-perishable food such as granola bars.
- Extra pair of socks and gloves
- Matches
- A sun shield blanket or 2 large green or black plastic leaf bags (to reflect body heat).
- Flashlight and batteries
- Band aids and aspirin

When complete, place a stocking cap over the kit. You may want to keep the survival kit inside the car in case



*Wisconsin's Winter
Awareness Week
November 3-7, 2003*

you go into a ditch and can't get to or open the trunk.

Other items to have in your trunk:

- Sand or cat litter and a shovel
- Windshield scraper and brush
- Tool kit and booster cables
- Blankets/sleeping bags
- First aid kit

Courtesy NWS and Wisconsin DOT